

DISPLAY ASSEMBLY WITH IMPROVED DISPLAY OBJECT VISIBILITY

ABSTRACT

A display system comprising a shelf assembly and mounting assemblies for removeably
5 mounting the shelf assembly to a wall. One or more display object mounting assemblies
removably and rotatably mount a display object to a first side of the shelf assembly, such that the
display object may be rotated about an axis for display purposes and may be removed from the
shelf assembly. The shelf assembly may be transparent or otherwise formed such that it enables
a person to view at least a majority of the display object from the second side of the shelf
10 assembly. The shelf assembly may be mounted at an angle with respect to a wall, parallel,
perpendicular, upside down or otherwise. A retrofit bracket connects to existing packaging
attachment mechanisms on the display objects as part of the display object mounting mechanism.